

## AMENDMENTS

### In the Claims

The following is a marked-up version of the claims with the language that is underlined (“\_\_\_”) being added and the language that contains strikethrough (“—”) being deleted:

1. (Currently Amended) A method for managing sponsorships comprising the steps of:  
electronically receiving, at a computer network site, a request for sponsorship  
from a requestor, wherein the request for sponsorship from the requestor  
includes a request that an entity provide sponsorship as a sponsor  
according to the request for sponsorship from the requestor;  
responding to the request for sponsorship from the requestor by determining  
whether to approve the request for sponsorship from the requestor ~~sending~~  
~~one of an approval and a rejection;~~  
responsive to the request for sponsorship from the requestor being approved, an  
~~approval being sent to the requestor,~~ sending a request to the requestor to  
accept an agreement, wherein the agreement is an agreement between the  
sponsor and the requestor regarding terms and conditions for use of  
controlled sponsor content that is otherwise not available to the requestor;  
and  
responsive to receiving ~~the requestor's acceptance~~ by the requestor of the  
agreement between the sponsor and the requestor regarding terms and  
conditions for use of the controlled sponsor content that is otherwise not  
available to requestor, providing the requestor with access to the  
controlled sponsor content through the site and transmitting the controlled  
sponsor content to the requestor;  
sending a communication to the requestor asking for a sample use of the  
controlled sponsor content for monitoring actual use by the requestor of  
the controlled sponsor content;  
receiving the sample use of the controlled sponsor content from the requestor;

determining whether the sample use of the controlled sponsor content complies with the agreement between the sponsor and the requestor regarding the terms and conditions for use of the controlled sponsor content; and responsive to the sample use of the controlled sponsor content not complying with the agreement between the sponsor and the requestor regarding the terms and conditions for use of the controlled sponsor content, sending a communication to the requestor citing improper use of the controlled sponsor content and terminating access for the requestor to the controlled sponsor content through the site.

2. – 5. (Cancelled)

6. (Currently Amended) The method of claim [[4]]1, further comprising the steps of:  
sending a second communication to the requestor asking for a second sample use of the controlled sponsor content;  
receiving the second sample use from the requestor; and  
determining whether the second sample use complies with the agreement between the sponsor and the requestor regarding the terms and conditions for use of the controlled sponsor content.
7. (Currently Amended) The method of claim [[3]]1, further comprising the step of repeating the steps of sending the communication, receiving the sample use, and determining whether the sample use complies with the agreement, until the sample use complies with the agreement or until a predetermined number of noncompliant uses have been received.
8. (Currently Amended) The method of claim [[3]]1, further comprising the steps of:  
repeating the steps of sending the communication, receiving the sample use, and determining whether the sample use complies with the agreement; and

if more than a predetermined number of sample uses have been determined not to comply with the agreement, terminating ~~the requestor's~~ access for the requestor to the controlled sponsor content through the site.

9. (Currently Amended) The method of claim [[3]]1, further comprising the step of archiving the sample use.
10. (Currently Amended) The method of claim [[3]]1, wherein if the sample use complies with the agreement, the method further comprises the step of archiving the compliance of the sample use.
11. (Currently Amended) The method of claim [[3]]1, wherein the communication is an electronic communication comprising one of a computer network page, a message posted on a computer network page, and an e-mail message.
12. (Currently Amended) The method of claim [[3]]1, wherein the step of determining comprises analyzing the sample use with image recognition software.
13. (Currently Amended) The method of claim [[2]]1, wherein the step of monitoring comprises the steps of:
  - sending an electronic communication to the requestor asking for a sample use of the content; and
  - if no sample is received from the requestor, terminating the requestor's access to the content through the site.
14. (Original) The method of claim 1, wherein the request includes one or more of a name of the requestor, an address of the requestor, a telephone number of the requestor, a description of an event for which a sponsorship is sought, a date and duration of the event, an e-mail address of the requestor, a requested donation amount, a name of a

contact person who directed the requestor to the site, and a password for accessing secured pages of the site.

15. (Original) The method of claim 14, wherein the step of responding comprises the steps of:
  - releasing a payment to the requestor for the requested donation amount; and
  - activating the password.
16. (Currently Amended) The method of claim 1, wherein the step of responding comprises the steps of:
  - receiving a payment from the requestor; and
  - activating ~~the~~ a password.
17. (Currently Amended) The method of claim 1, wherein the controlled sponsor content is one of a trademark, a logo, and a copyrighted material.
18. (Original) The method of claim 1, wherein the request is one of an e-mail message and an online form completed on the site.
19. (Currently Amended) The method of claim 2, wherein the step of monitoring comprises tracking which controlled sponsor content is accessed by the requestor.
20. (Original) The method of claim 19, wherein tracking comprises recording, at a point when the requestor attempts to access a secured page of the site, at least one of an Internet Protocol address of the requestor, an access status, a date of the attempted access, a profile identification of the requestor, and an identification of the secured page.
- 21-38. (Cancelled)

39. (Currently Amended) A method for managing a sponsorship by a sponsor comprising the steps of:

receiving, from a requestor, a request for sponsorship at a computer network site,  
wherein the request for sponsorship includes a request that an entity  
provide sponsorship as a sponsor according to the request for sponsorship;  
receiving, at the site, from the requestor, a name of a contact person who directed  
the requestor to the site;  
receiving, at the site, information about the requested sponsorship from the  
requestor;  
evaluating the request for sponsorship;  
sending an electronic communication to the requestor indicating whether the  
request for sponsorship is approved, including, responsive to the request  
being approved, sending a request to the requestor that the requestor  
accept an agreement between the requestor and the sponsor regarding  
terms and conditions for use of protected content of the sponsor that is  
otherwise not available to the requestor; and  
if the request is approved and the agreement is accepted by the requestor,  
providing the requestor with access to the protected content of the sponsor;  
sending an electronic communication to the requestor asking for a sample use of  
the protected content of the sponsor;  
receiving from the requestor the sample use;  
determining whether the sample use complies with the terms and conditions;  
sending an electronic communication to the requestor indicating whether the  
sample use complies with the terms and conditions; and  
responsive to the sample use not complying with the terms and conditions,  
terminating access for the requestor to the protected content of the  
sponsor.

40. (Previously Presented) The method of claim 39, further comprising storing, as an origin of the request, the name of the contact person.

41. (Original) The method of claim 39, wherein the protected content is adapted to advertise the sponsorship.
42. (Original) The method of claim 39, wherein the electronic communication is one of an e-mail message and a message posted on the site.
43. (Original) The method of claim 39, wherein the step of evaluating comprises electronically comparing the request against a list of approved requestors and prescribed donation limits.
44. (Original) The method of claim 39, wherein if the request is approved, the method further comprises the step of receiving a payment from the requestor for the sponsorship.
45. (Original) The method of claim 39, wherein if the request is approved, the method further comprises the step of releasing a payment to the requestor for the sponsorship.
46. (Original) The method of claim 45, wherein a password is associated with the payment, and wherein the password provides the access to the protected content.
47. (Original) The method of claim 46, wherein the password is at least one of a number of a paper check and a code of an electronic payment.
48. – 50. (Cancelled)
51. (Original) The method of claim 50, wherein the step of determining whether the sample use complies comprises analyzing the sample use with image recognition software.
52. (Original) The method of claim 50, wherein the step of determining whether the sample use complies comprises manually inspecting the sample use.